

fashion

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calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET NEW YORK 21, NEW YORK TRAFALGAR 9-2343

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19th YEAR . A WEEKLY PUBLICATION

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march - 1960

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CAIENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Going On -	STORES TO RESUME SATURDAY SCHEDULES	RETAIL STORES	N.Y.CITY, BROOKLYN, QUEENS
Sept. 4	The following stores will cated below:	resume their Saturday sh	opping hours as indi-
	B. Altman & Co. Henri Bendel Bergdorf Goodman Best & Co. Bloomingdale's Bonwit Teller De Pinna Franklin Simon Gertz (Long Island Gimbels Lord & Taylor Macy's Martin's (Bklyn) Oppenheim Collins Ohrbach's Saks Fifth Avenue Saks 34th Street Stern's	BEGINNING August 29 Sept. 4 August 22 August 22 August 15 Every Saturds August 22 August 22 August 25 Every Saturds August 25 Every Saturds August 22	ay ay ay

Now Showing Through Oct. 30	RESORT-SHRING MILLIKEN WOOIENS, INC. 1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR Milliken's "Enchanted Forest of Storybook Colors" open daily through Oct. 30, 10:00 A.M. to 12:00 Noon and 2:00 to 4:00 P.M. By appointment. Contact: Julie Buddy, OX. 5-1200.
Tuesday August 18 8:30 A.M. Breakfast	FRESS PREVIEW: SWEATERS DALTON OF AMERICA 1407 CLUB FASHIONED WITH CRESLAN (1407 BROADWAY) 1407 BROADWAY The James Kenrob division of Dalton will introduce a new sweater look, fashioned with Creslan acrylic fiber, produced by American Cyanamid Co. By invitation. Contact: Peggy Fry, BR. 9-3793.
Tuesday August 18 4:30 P.M. Cocktails	FREVIEW: HOLIDAY-WINTER CHANDA 6 WEST 57TH STREET MILLINERY COLLECTION SALON - 9TH FLOOR Chanda will present his Holiday-Winter millinery collection and unveiling of his new "Couture Gallerie"the shop of fashion "necessaries". For press and buyers, by invitation. Contact: Miss Suzy or Miss Pauline, JU 6-5350.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 19 4:00 P.M.	PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Bergdorf Goodman will pre exclusive at "Miss Bergdo Neff, PL. 3-7300.		
Wednesday August 19 9:00 P.M.	FASHION SHOW: COCKTAIL AND EVENING FASHIONS "Fashions At The Fountain cocktail and evening fash New York City's Henry Hud (In the event of rain - T	In Sparkling Manhattan"- ions made of Du Pont fibe son Celebration (1609-195	rs, as a salute to 9). Open to public.
Thursday August 20 9:30 A.M. Coffee	PREVIEW: BACK-TO- SCHOOL COLLECTION Ohrbach's will present th For the press, by invitat	eir back-to-school collec	6TH FLOOR tion for boys and girls. auser, OX. 5-4000.
Beginning Thursday August 20	SHOWING OF HOLIDAY SEPARATES COLLECTION Showings of Holiday sport Mr. Mervin, IO. 3-0988.	LAD.	SHOWROOM - 3RD FL.
Beginning Monday August 24	OPENING: HOLIDAY HATS BY MISS LUCILIE Continuous showings of Fr Contact: Peggy Lambert,	arian's Holiday hats, des	SHOWROOM - 6TH FLOOR
Postponed August 25	WAMSUTTA MILLS' PREVIEW O AUG. 25, HAS BEEN POSTPON		
Wednesday August 26 9:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their and American designer fas OX. 5-4400, Ext. 2260.		
Wednesday August 26 10:00 A.M.	PREVIEW: FAIL AND WINTER SHOE FASHIONS Gimbels will preview thei 'Vevida" young shoe fashi Infantino, IO. 4-3300.		
Friday August 28 9:30 A.M.	PRESS PREVIEW: "LINE- FOR-LINE" IMPORTS Preview for press of Macy "line-for-line". By invi		
Tuesday Sept. 1 9:00 A.M. Coffee	PREVIEW: CRUISEWEAR- SPRING SHIRT COLLECTION John Weitz presents his C manufactured by Stratford GR. 5-7811.	(JOHN WEITZ) ruisewear and Spring coll	SHOWROOM - 32ND FLOOR lection of shirts

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 1- Sept. 11 9:00 A.M 5:00 P.M.	SHOWING OF FRENCH COUTURE IMPORTS Press preview Tuesday, Se couture costumes in man-m Mabel Henderson, IO. 3-64 through Friday, Sept. 11. IO. 3-6400, EXT. 484.	pt. 1, to view Du Pont's ade fibers. By invitation OO. Ext. 303. Trade show	n only. Contact: ringsWed., Sept. 2
Wednesday Sept. 2 12:15 P.M. Luncheon	REPORT ON PARIS COLLECTIONS Report on Paris collection "Mademoiselle", at a lunc For reservations contact:	INC. (1457 BROADWAY) ons by Betsy Talbot Blackwicheon. Price: \$6.50 (men	mell, Editor-In-Chief,
Thursday Sept. 3 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will pre Leslie Morris. By invite	eview their custom-order of	SALON collection, designed by
Sept. 7	LABOR DAY (Monday) Legal	Holiday.	
Tuesday Sept. 8 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistan Winter collection. (Note Helen O'Hagan, PL. 3-4000	ace of Stephen Erklin, wil	SAION MODERNE
Tuesday Sept. 8 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Car tion to the press. By in	rnegie Fall and Winter cus	42 EAST 49TH STREET SALON stom and import collector of Smith, PL. 5-2600.
Wednesday Sept. 9- Sept. 10 3:30 P.M. Cocktails	PREVIEW OF JUNIOR HOLIDAY COLLECTION Preview of Holiday junior Showing at 4:00 P.M. By CH. 4-7373. Publicity:	invitation. Contact: Be	SHOWROOM - 9TH FLOOR med by Betty Carol. ettye Whiteman,
Wednesday Sept. 9 4:00 P.M.	Bob Bugnand will present created by him in Paris.	(1175 EAST 62ND STREET)	and evening fashions, uced in his Paris
Wednesday Sept. 9 6:15 P.M.	CAREER COUNCIL FASHION SHOW Kresge will present thei: Publicity: Rita Nagle,	KRESCE-NEWARK r Career Council fashion MItchell 2-8000, Ext. 202	3RD FLOOR show. Open to public.
Thursday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Good invitation. Publicity:	BERGDORF GOODMAN man's Fall import collect Florence Neff, PL. 3-730	2ND FLOOR SALON ion for the press. By O.
Thursday Sept. 10 12:30 P.M. Luncheon	FASHIONS AT LUNCHEON Macy's will present a lu as American ready-to-wea Contact: "Banquet Dept.	MACY'S NEW YORK ncheon showing of made-in r. Press by invitation. ", PL. 9-3000,Ext. 176. on Director: Mary Alice	Public by reservation; Publicity: Nancy Ranck,

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Sept. 11 11:00 A.M.	CUSTOM-ORDER FASHIONS	is custom-order collection	6 EAST 57TH STREET SAION n to the press. By 30.
Friday Sept. 11 12:00 Noon Luncheon	PREVIEW OF HOLIDAY DRESS COLLECTION Lee Claire's Holiday dres Trade daily at 12:00 Noon	ses at preview luncheon s	howing. By invitation.
Monday Sept. 14- Sept. 15	ANNUAL FASHION AWARDS AND EXPOSITION The twenty-second annual Rosalind Russell; Scaasi; Fornasetti, Italian print dinner and ball; Tuesday League of Dallas. N.Y. O Neiman-Marcus, Dallas, Te	Anne Klein; Emme and Adder of glass. Two showing morningbrunch. For benchtact: Kay Kerr, IO. 4-	lfo of Emme; Piero s: Monday evening efit of The Junior
Tuesday Sept. 15 9:00 A.M. Coffee	PREVIEW: RESORT SPORTSWEAR FASHIONS John Weitz presents Resor of Dallas. By invitation IO. 3-4920.	NARDIS OF DALLAS, INC.	manufactured by Nardis
Tuesday Sept. 15 2:30 P.M.	PREVIEW OF FAIL AND WINTER COLLECTION Eleanora Garnett will pre press and customers. By 424 Madison Avenue, EL.	invitation. Publicity:	47 EAST 51ST STREET SAION custom collection to Elizabeth Maher Assoc.,
Wednesday Sept. 16 9:45 A.M. Coffee	PRESS PREVIEW: FAIL MATERNITY COLIECTION Showing of Pierre Celeyre Helene Scott. By invitat	IAME BRYANT e's Fall maternity collection. Publicity: Paula M	465 FIFTH AVENUE 10TH FLOOR tion designed for iller, IE. 2-0200.
Wednesday Sept. 16 12:30 P.M. Iuncheon	FASHION PRESENTATION The Blumenthal Co. introdestyled by America's ion	duces "Sutton Place" a new stores. Press by invita- advaiter, EL. 5-3000. Pul	FEACOCK ALLEY w fashion fabric as tion. Public by
Thursday Sept. 17 11:30 A.M.	FALL-WINTER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curr By invitation. Publicity	BERGDORF GOODMAN iel of Milan and Bernard; y: Florence Neff, PL. 3-	Newman of the U.S.A.
Thursday Sept. 17 12:30 P.M. Luncheon	invitation. Public by re	hy Branell, available at	nquet Dept.", PL. 9-3000,
Friday Sept. 18 9:00 A.M. And 12:00 Noon	TWO PRESENTATIONS Import collection at bre	THE FASHION GROUP, INC. (9 ROCKEFELIER PLAZA) akfast and luncheon with Ready-to-wear co-chm.: ill be announced later).	crand Hallroom report by Nancy White, Edith Raymond and

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 22 9:00 A.M. Breakfast	PREVIEW: CRUISE- RESORT COLLECTION Cabana will present their separates and sportswear, 9:20 A.M. By invitation. Publicity: Margaret Hodg	(1410 BROADWAY) collection of beachwear, designed by Pembroke Squ Continuous daily therea	500 SEVENTH AVENUE swimwear, dresses, ires. Showing at fter at showroom.
Tuesday Sept. 22 3:00 P.M. Cocktails	SHOWING OF FAIL FUR COLLECTION Ben Kahn will present his tion. (Note Change Of Ti Avenue, PL. 3-5556.	(150 WEST 30TH STREET) Fall collection to his c	DIPLOMAT SUITE
Wednesday Sept. 23 12:15 P.M. Luncheon	FRESS-TRADE PREVIEW: COUTURIER FOUNDATIONS Triumph International will for the American woman, to at 12:15 P.M., Hotel Plaz showings, Sept. 28 - Los Chicago.) Publicity: Le	(14 EAST 62ND STREET) 1 present a new concept i o the press and trade. S a, Terrace Room. By invi Angeles; Sept. 29 - San F	n imported foundations howings also Sept. 24-25 tation. (Out-Of-Town Trancisco; Oct. 1 - 2,
Wednesday Sept. 23 3:00 P.M.	PRESS PREVIEW: FALL & WINTER CUSTOM-ORDER Elizabeth Arden will pres the press. By invitation 667 Madison Avenue, TE. 8	ent her Fall and Winter of Publicity: Alan McGee	8TH FIOOR custom-order fashions to
Wednesday Sept. 23 4:30 P.M. Cocktails	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Preview of 1960 Cruise an By invitation. Contact:	d Summer swimsuits for wo	ST. REGIS HOTEL ROOF men, men and children.
Sept. 23	FIRST DAY OF AUTUMN (Wed	nesday).	
Thursday Sept. 24 12:00 Noon Iuncheon	PRESS PREVIEW: CUSTOM FUR FASHIONS Ritter Brothers will pres designed by Ieo Ritter. MU. 8-2130.	(224 WEST 30TH STREET) ent a private showing for	r the press of Turs
Thursday Sept. 24 12:30 P.M Iuncheon	LUNCHEON SHOWING OF FALL FASHIONS Richard Cole will present invitation. Public by re Ext. 176. Cole contact: Director: Mary Alice Rich	s his collection of Fall (eservation; contact: "Bar John Brunelle, BR. 9-56	dresses. Press by aquet Dept.", PL. 9-3000,
Sept. 26- Oct. 3	NATIONAL TIE WEEK. Contact: The Men's Tie F	Foundation, 432 Fourth Ave	enue, MU. 3-8455.
Tuesday Sept. 29 9:30 A.M. Breakfast	FABRIC PREVIEW: RESORT AND SPRING COTTONS Wamsutta's new fabric col Of Dates). Preview for preview for preview for preview for preview at 4:00 P.M. By invocat 4:00 P.M. By invocat 1 from 9:30 to 5:00, Liz Daly, OX. 5-4330, Extending the previous factors and previous factors.	lection for Resort and Spress only Sept. 29, breakly. Buying offices and revitation only. Open house, shows at 10:00 A.M. and	kfast at 9:30, show at etail stores Sept. 29, e for trade Sept. 30 and
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 29 12:00 Noon Luncheon	FOR 1960	(1407 BROADWAY) ers of the Rose Marie Rei	STARLIGHT ROOF d 1960 swimsuit collec-
Tuesday Sept. 29 4:00 P.M. Cocktails	PREVIEW: CRUISE- RESORT COLLECTION Robert Sloan will present separates, blouses and dr Continuous daily thereaft	his collection of Cruise esses, designed by Sylvia	SHOWROOM - 18TH FLOOR -Resort sportswear, de Gay. By invitation.
Beginning Tuesday Sept. 29	PETITE AND MISSES RESORT & SPRING LINE Opening of Resort and Spr petite miss; and "Terry R	ing collections of Petti-	SHOWROOM - 17TH FLOOR 4 casual wear for the
Wednesday Sept. 30 3:30 P.M. Cocktails	FREVIEW: RESORT AND SUMMER SWIMSUITS Roxanne will present a pr Showing at 4:00 P.M. By Diamond-Barnett, 6 East 4	(1407 BROADWAY) eview of their 1960 swims invitation. Contact: Ma	BALIROOM uit collection.
Thursday Oct. 1 9:30 A.M. Breakfast	PRESS FREVIEW: FALL AND WINTER FURS Showing of Fall and Winte Mrs. S. K. Steffen, CI. 7	r fur collection. By inv	SAION - 3RD FIOOR itation. Contact:
Thursday Oct. 1 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of awards for submitted anonymously to Empire Room; <u>Luncheon</u> , 12 Mildred Kosick, PL. 7-570	r diamond jewelry design, selection committee. Coc :30 P.M., Sert Room. By	chosen from sketches ktails, 12:00 Noon,
Thursday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Vera Maxwell's Press by invitation. Pub PL. 9-3000, Ext. 176. Pu Fashion Director: Mary A	Fall fashions, available lic by reservation; conta blicity: Virginia Dickso	PERSIAN ROOM e at Lord & Taylor. ect: "Banquet Dept."
Oct. 3	ROSH HASHONAHFirst Day	of Jewish New Year (Satur	rday)
Monday Oct. 5 12:30 P.M. BOX LUNCHEON	CRUISE COLLECTION Mr. Gee will present Reso wear and sundresses, desi	ort collection of sportswe	1407 BROADWAY SHOWROOM - 25TH FLOOR ear, separates, beach- ontinuous thereafter.
Monday Oct. 5 4:30 P.M. Cocktails	CRUISE SWIMMEAR Cole of California will paymear and fun fashions	(1407 BROADWAY) preview their Resort-Cruis	BAILROOM se collection of mous daily thereafter

YOM KIPPUR--Jewish Day of Atonement (Monday)

Oct. 12